



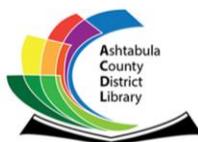
# ACDL

## The Month In Review

### **LIBRARY EXPERIENCES / TESTIMONIALS / REPORTS – March 2022**

- Geneva patron Terri sent a beautiful, handmade card to the library to express how much she, her children, and her grandchildren enjoyed attending the *Winter Creative Carnival*. She wrote “it was such a great event for the community.”  
~Lauren, Geneva Branch Manager
- Long-time patron Cathie called to say she was very pleased the library was hosting an event on President’s Day since the children were out of school. She cheered, “Way to go Ashtabula Library!”  
~Lyn, Ashtabula Public Services Coordinator
- A patron came in to fill out an application for a job and had to scan it and email it. He said the library staff are “life savers” and if he hadn't had help he would have been stuck. He then made a donation to the library  
~Sybil, Ashtabula Front Desk Manager
- To demonstrate the ukulele, Teresa performed an impromptu concert for a patron who was delighted – and subsequently checked out the ukulele, of course. (It was pretty amazing! We didn’t know Teresa had such skill!) ~Sybil, Ashtabula Front Desk Manager
- A Geneva patron gave the library a donation recently after the excellent service they received from Jim. They stated, "Thanks for the great service! You all do a wonderful job at this library."  
~Codi, Geneva Circulation Manager
- A patron, Bill, mentioned that he thought the Geneva Library displays were exceptionally well done. He said that if there were ever a competition for displays, he would be rooting for Geneva.  
~Stephen, Geneva Public Services
- Shortly after completing a tech appointment with a senior patron, Amanda's customer strolled past the front desk, chuckling, and informed Lauren that he's pretty sure he learned something. In his words, "and that's really something! Thanks!"  
~Lauren, Geneva Branch Manager
- Local parent, Tony, gave Cindi an online shout-out saying, “My son loves hanging out at the library after school [because of] all the groups she runs, especially TAG.”  
~Lauren, Geneva Branch Manager
- A patron raved about her service experience with Codi, saying Codi’s patient assistance helped her to print what felt like hundreds of texts and documents needed to solve a long term battle. She was tremendously grateful for his help.  
~Stephen, Geneva Public Services

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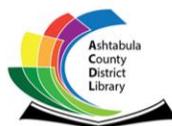
- A patron came in to express her thanks for Jim's kind and thoughtful Homebound service to her mother. She praised him for always being incredibly kind and taking the time to understand her mother's needs so that she always receives materials that are "just right". Both she and her mother are so thankful for the service he provides.

~Lauren, Geneva Branch Manager

## **PUBLIC SERVICE**

- Geneva Library hosted a variety of local groups in its meeting rooms: AARP Tax Assistance volunteers, Animal Welfare Center of Ashtabula County, and Geneva Little League. Little League sign-ups brought about 150 community members to the library, many of whom stopped by the front desk to create library cards and check out materials.
- The Geneva Library distributed 78 COVID-19 test kits (each containing 2 tests) and the Ashtabula Library distributed 208 kits this month.
- The *AARP Tax Assistance* program is back and offering in-person tax prep assistance to local community members. Seekers of tax filing help were able to make appointments on Mondays at Geneva Library and Fridays at Ashtabula Library. The service will continue through the end of the tax filing season.
- In the month of February approximately 70 people visited the Edith R. Morrison & Mary W. Morrison Genealogy & Archives Room; 43 of them used the computers and approximately 160 resources were used.
- ACDL donated extra copies of Ashtabula, Conneaut, Geneva, and Painesville/Mentor Polk directories as well as extra copies of our Ashtabula City directories & telephone directories to the Ohio History Connection. Troy Bailey transported them to Columbus for us. The Ohio History Connection would like to pass along their appreciation for our generosity as this donation filled many gaps in their collection.
- Currently, Carol H., a contract employee, is adding data such as descriptions, date ranges, titles, places, sizes, file numbers, and searchable subject headings to approximately 100 images. She is scanning 1860s-1870s personal letters from the Lee-Williams-Gee family which are relevant to the New Lyme and Rock Creek area researchers and genealogists. The third box of photographs are being adjusted with regards to color, size, and file numbers. In between uploads, Carol is adding transcription data to the *Ashtabula County Historical and Philosophical Society* book which has already been digitized.
- Hayley created "Romance Binge Bags" which contained 3 Romance or Romantic Comedy movies and either hot chocolate or popcorn. These were a hit with patrons as we circulated 35 sets in Ashtabula!
- Dwight and Karen notarized 113 documents in the month of February.
- Public Services Staff distributed an additional 50 sets of new hats, gloves and "survival kits" containing water, energy bars and other essentials to homeless patrons in the Library during the month of February. Sub Zero Mission, located in Painesville, supplied the items, and will continue to restock through the winter months.

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- To better serve the public, ACDL switched to a three-week lending period for all Hotspots. All movie circulation periods were also changed to three weeks as the Hot Pick option was eliminated for both movies and Hotspots.
  - Geneva Library welcomed Morgan Covell to its team of public service staff and bid farewell to Angela Knapp. Angela's commitment to customer service and her thoughtful ideas about service improvements and programs will be greatly missed. Angela hopes to continue on as a library volunteer.
  - Carrie has a healthy slate of volunteers who help in the Edith R Morrison & Mary W. Morrison Genealogy and Archive Room.
    - Duane B. staffs the room on Saturdays when Carrie is not here.
    - Retired ACDL employee, Marilyn S. works from home. She extracts and then enters information from the *Gazette* and *Star Beacon* into the RB Hayes Obituary Index. She also takes the information from the obituary binders that Carrie creates and enters that into the same obituary index.
    - Retired ACDL employee, Mary T. works from home and is currently working on reformatting the old DOS obituary information and getting it ready for Marilyn S. to enter into the RB Hayes Obituary Index. The information will also be placed on the shelf in the Genealogy/Archive Room.
    - Tom M. works from home and proofs the obituary notebooks that Carrie creates.
    - Char L. is learning the ins and outs of the Genealogy/Archive Room so that she can help staff the room when Carrie is not here. She is just about finished labeling the clipping files – a task that was begun more than five years ago. She is also working on organizing, sleeving, numbering, and entering the information of the photo collection into a spreadsheet. This is the first step in the process of scanning this collection.
    - Cathy B. has just about finished up a project that began years ago. She is creating a spreadsheet that includes all of the births, marriages, and deaths that appeared in the Geneva Times newspaper. So far she's gathered information from about 1869-1877.
    - Kelsi J. has been scanning, describing, cropping, and renaming the photograph collection. She just finished up box number three and box number four is underway.

## COMMUNITY INVOLVEMENT & OUTREACH

- As part of the *Winter Creative Carnival* event, both libraries encouraged community members to bring in food donations to help support local pantries and blessing boxes. Geneva Library carnival attendees donated more than 73 pounds of food to the Geneva Food Pantry. Donations received at Ashtabula Library will be used in local blessing boxes.
- Melissa read *Stella's Stellar Hair* for the Dragon Empowerment Center's month-long (local) celebrity read-a-thon in celebration of Black History Month.

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- Because of weather, After School Discovery was only open once during Melissa' s regularly scheduled visits this month. Happily, on that visit, both *Leo a Ghost Story* and *If You Give a Mouse a Cookie* were big hits with both groups of students.
- Ryan was the vocabulary judge for the All-County Spelling Bee on February 10. Hosted by the Education Service Center, the spelling bee featured students from seven school districts in the county; the students were in grades 4 - 8. Ryan administered, graded and presented awards on the vocabulary section. This year, vocabulary was a supplemental part of the bee. Next year it will be a required aspect and will be fully integrated in the “live action” spelling. (Ryan and Denise Hunt, from EEC, are already discussing collaborations!)
- Ryan attended the Buckeye Board of Education meeting on February 15. The meeting was almost exclusively focused on celebrating Students of the Month and planning for the 2022-2023 school year. The School Calendar for 2022-2023 was approved.
- Ryan attended monthly meetings for the Head Start Policy Council and Health and Safety Committee. He also attended a planning session with community partners concerning Longest Day of Play. Sadly, because of health and scheduling concerns, the committee decided to cancel the event for 2022. However, the planning committee has made a commitment to meet monthly and to work extra-hard to reimagine and reorganize (as needed) the Longest Day of Play for a 2023 date.
- Lyn worked with the Ashtabula County Health Department to set up an educational table for NARCAN distribution. She also replenished the NARCAN kits for both branches, as they had expired, and obtained information to post on the community bulletin board about dangerous counterfeit prescription drugs which are currently being sold in the County.
- Lyn attended a meeting of the Ashtabula County Suicide Prevention Coalition. She will be participating in their Programming Committee. The Programming Committee organizes and develops community outreach activities, programs, and training sessions for the Coalition.
- Lyn presented an introduction to Library services at a Getting Ahead program meeting at Catholic Charities. Getting Ahead seeks to empower those experiencing poverty by providing them with the tools needed to begin their path toward self-sufficiency.
- Lyn met with representatives from NAACP and KSU to strategize our co-sponsoring of the Second Annual Black History & Me Student Art Contest. ACDL will be collecting student art through mid-March and hosting the Student Art Show which will be on display in the William Tokarczyk Gallery during the month of June. A reception for the artists is planned for Saturday, June 25, 2022, in the Gallery.
- The community organizations that used the Robert S. Morrison Foundation Room, Ashtabula Foundation Room and other spaces in the Ashtabula Library in February included: Ashtabula Kiwanis, Ashtabula County Prevention Coalition, Zonta Club, NEOFund, Ashtabula County Board of Developmental Disabilities, Key Bank, AARP



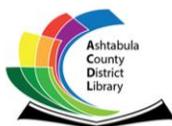
Tax-Aide, My Neighborhood, LGBTQ Coalition, Ashtabula Democrats, Ashtabula County Genealogical Society, Ashtabula County Beekeepers Association, PHA Labs, Second Chance Citizen's Circle, Sons of the American Revolution, and the Ashtabula County Veteran Services Commission.

- Lauren attended the February 16 meeting of the Geneva Area City School Board. Public discussion centered on finalizing the School Calendar for 2022-2023 and announcement of students selected as Soaring Eagles. Attendees were provided with literature promoting Dolly Parton's Imagination Library which provides free, high quality books to children ages birth - 5 years.
- Lauren attended the February 14 meeting of the Geneva City Council. Topics discussed included upcoming road projects, potential for a Designated Outdoor Refreshment Area in Geneva, and the signed Memorandum of Understanding establishing agreement with Geneva Public Library on creation of a Community Garden to be located on the property of the Geneva Library.
- Lauren continued discussions with Dr. John McMahan, Trumbull Township Trustee, to determine two potential Bookmobile service locations. Selected sites include the Trumbull Township Administration Building on Route 534 and the Township Park in Footville. Service is expected to begin in March.
- Lauren collaborated with teachers Lori St Angelo and Debbie Brail of Ashtabula Area City Schools to establish a monthly Bookmobile stop at Superior Elementary. The Bookmobile will be available to serve students and teachers starting March 18.
- Jim and Austin completed 26 Homebound visits resulting in 167 item checkouts. Jim also completed six (6) Express Home Delivery stops and placed 310 items in Bookdrop Collections.
- Stephen continues to offer engaging Storytimes on the Bookmobile for local daycares including Carol's Corner and Loving Cup (previously Kids Only II). Stephen never fails to engage his young listeners in rounds of song and dance in between read-aloud tales.
- Rebecca attended four (4) Ashtabula Rotary meetings.
- Mike attended two (2) Ashtabula Lions meetings; the OhioMeansJobs Partners / Staff meeting; the LGBTQ+ Coalition of Ashtabula County Meeting, and the Ashtabula Area City Schools and A-Tech School Board Meetings.
  - Mike voluntarily launched a new website for the Ashtabula Lions ([ashtabulalions.org](http://ashtabulalions.org)).

## MARKETING / PUBLIC RELATIONS

- Winter Creative Carnival:
  - The final push for marketing the *Winter Creative Carnival* was very successful. On Facebook alone, it garnered the most reach for all posts on Facebook. In total, we designed 16 pieces for this campaign, including posters, social media graphics, and

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a program of events for the day of the carnival. A press release was sent out prior to the event and both the *Gazette* and the *Star Beacon* arrived to cover the event.

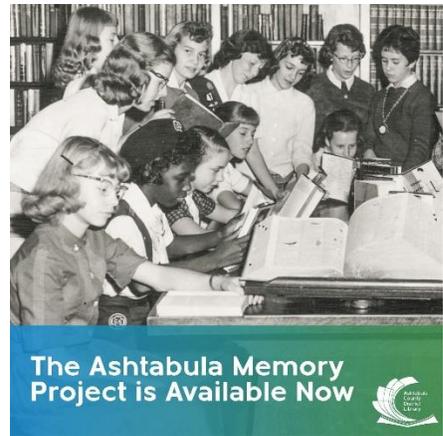
- The Marketing Team was responsible for a photo booth which allowed us to get some awesome pictures both in Geneva and Ashtabula.



- Annual Report (eNewsletter Edition):
  - The Annual Report hit mailboxes and social media on January 31st. The eNewsletter edition went out on February 10th. This edition included links to Library resources and, following some excellent community feedback, it also included additional photos that were more inclusive. The open rate on this email was 24.5%, which is good. The most clicked on link was for the *Ashtabula Memory Project* and information on COVID-19 Test Kit Distribution.
- March Highlights Newsletter:
  - The March eNewsletter was sent out on February 25. It had an open rate of 18.3% which is several points lower than January, February, and the Annual Report. Patrons showed the most interest in the *De-Stress Crafts with Kate Yankie* program and the *Winter Reading Challenge*.
- Events Program:
  - As the ACDL Events issue #2 was ready to go early this month, we were able to get them out on the marketing table for the *Winter Creative Carnival*. In Ashtabula, this was the resource that patrons reached for first, with some patrons taking multiple copies to give to neighbors or friends. It is a very popular resource.
  - Rebecca is informally keeping track of the copies of marketing materials we are printing each month. We are holding right now at 100 copies per building.

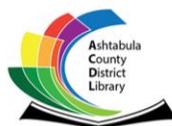


- Of note: Rebecca thanks the programmers for pushing to get their programs nailed down for March. Because we were able to complete the March Events issue in a timely manner, we were able to get it out for the *Winter Creative Carnival* and work on the April issue was able to begin right away.
- QR Code Generator:
  - Due to the desire to use more QR codes in marketing, ACDL purchased the QR Code Generator which allows several options that free generators do not:
    - Creative control over the codes generated - from colors to styles to logos used;
    - Dynamic codes which allow us to change the URL behind the code without needing to replace the codes themselves. With this approach, we can have interchangeable surveys at building entrances, links to library resources or artist information in the gallery, etc.;
    - QR codes on business cards which link to easily accessible and downloadable contact information called ‘vcards’;
    - And most importantly, we can track data.



- Totes2Go:
  - We received a surprise box of green non-woven tote bags this month with our advertising on them, along with advertising for Hil-Mak restaurant. Rebecca was able to track down the company that put these together. They now have correct marketing information and our current logo.
- Social Media:
  - It was a good month for both Facebook and Instagram. The top three posts, by way of reach, were about the *Winter Creative Carnival*, the *Survival Skills for Young*

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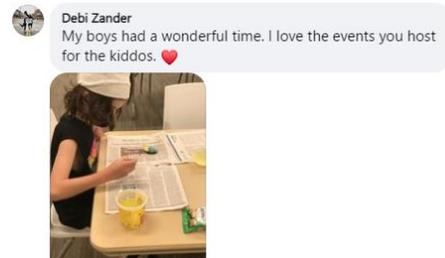


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*Adults* program, and the post about the open position in Ashtabula. These were followed closely by photos of *Winter Carnival* and a meme about Sesame Street. The Ohio Library Council (OLC) has liked several of our posts this month.

- Stats:
  - We gained 42 likes and 36 followers on Facebook
  - We gained 8 followers on Instagram
  - Our post reach was 38,844
- Overall, the *Winter Carnival* posts took a lot of the spotlight in February. Debi Zander had this to say after the event:



## PROGRAMMING

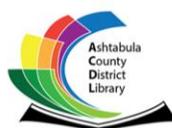
- Community members in both Ashtabula and Geneva enjoyed festivities at the *Winter Creative Carnival* which was held in both buildings on President's Day (February 21). While Jungle Terry was a crowd-pleaser, as always, at both locations, oodles of participants overwhelmed staff manning crafts and games! Lyn presented a well-researched and engaging *Venetian Mask Program* discussing the history of mask-making and the tradition of mask-wearing during the Carnival of Venice. Nearly 60 program participants from both buildings were then challenged to create their own carnival mask to celebrate the occasion. In addition to creating masks, carnival visitors of all ages were invited to create additional crafts like beaded jewelry, noise-makers, and painted rocks. *Reader's Advisory Fortune Telling* was also a (slightly surprising) big hit, too, with Codi and Sybil serving as costumed soothsayers for their respective buildings.
- In Ashtabula, *Illustrate!* focused on Lane Smith this month. The books used included *Cat Problems*, *Penguin Problems*, and *Giraffe Problems*. After drawing to imitate Smith's style, the session turned into a great conversation since one of the patrons in attendance writes picture books.
- Miss Tina's *Storytime* in Geneva focused on the letters D, L, and M. Her Storytime presentations always feature a minimum of three stories and a whole lot of song and dance.
- There were eight new faces for Ashtabula *Storytime* this month. Favorite books included *I Love My Fangs* and *Go Away Big Green Monster* as part of our "monster theme week." Other themes explored included bears and emotions. (*When Sophie Gets Angry--Really, Really Angry* was especially appreciated by one parent who checked it out after storytime to help with teaching her toddler how to manage their anger.)

- The *Art Lab* in the Warren Storybook Cottage is extremely popular. Kids are encouraged to use paint, glitter, crayons, and markers and they don't have to worry about cleaning up a mess at home; they can just come to ACDL. (Patrons were excited about the addition of glitter!) Patrons have the option to leave their artwork to get hung on the walls in the room – kids love coming back and seeing their work displayed.
- Lauren presented a popup STEM program titled *Let's Have Fun With Owls*. She led more than a dozen students through a dissection of owl pellets. Each pellet contained the skeleton of at least one prey animal that had been eaten by an owl. Students examined the tiny bones recovered from the pellets and used critical thinking skills to try and identify the type of animal represented by the bones (mouse, vole, bird, or mole). Students learned valuable information about animal biology and ecosystems. Some were quick to ask what they might dissect next!
- *Adult Winter Reading* launched with signups on the Wandoo Reader tracking website. We have also distributed a good number of the paper tracking records, which is an alternate way to participate in the program.



- In-person participation in both *Ashtabula Reading Groups* is strong. Dwight had seven (7) people at the discussion of *A Gentleman in Moscow* by Amor Towles, and another four (4) at the Senior Center group. Several participants in the ACDL Book Group asked if we would be willing to offer a second book every month. Based on this conversation, Dwight and Lauren are working together to offer the ACDL Book Group at the Geneva branch as well. The first book discussion will be on *The Midnight Library* by Matt Haig. This meeting will be on April 6th, both in the Geneva Meeting Room and via Zoom.
- Digital participation in the *ACDL Writers' Group* is strong, with four (4) regular participants in the Zoom meetings, and another one to two (1-2) people meeting in person. With the help of technology, we are successfully bridging geographic gaps and providing quality programs that can have participants from the greater Northeast Ohio Region join with us as if they were in the building.

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- Geneva Library averaged 75 students each day in the after school period during the month of February. Popular programs included *Anime Club* and *Chess Club*. TAG students completed preparations for a *Mario Kart Tournament* to be held in early March.
  - The February session of Lauren's DIY series proved very popular. *DIY: Air Plant Terrariums* was presented to a mixed group of 14 adults and several children (accompanied by parents). Participants learned about different types of terrariums, how to create mini ecosystems in containers, and how to care for Tillandsia (air plants). Participants were then invited to create their own terrarium featuring sand, decorative stones, whimsical gnome figures, and air plants. Demand for this program was quite high, with many community members asking for a second date.
  - In total, Amanda worked with 104 patrons through programs, walk-ins, and appointments. 65 were from programs and 39 through appointments and walk-ins (including Tech Days). She was able to help patrons with the following topics:
    - How to fix a computer with a BSOD;
    - How to play videos from a laptop on a tv
    - How to find a visitor form for a correctional facility and print it
    - How to make a copy of a photo ID
    - How to check voicemail on Android
    - How to clear memory cache on Android
    - Setting up Apple Wallet
    - Adding an event to iOS calendar
    - Changing alarm tone for iOS calendar events
    - Creating an album on iOS
    - Adding Photos to an album on iOS
    - How to type a document in Word
    - How to print from ACDL computers
    - How to digitize audio cassettes
    - How to transfer files from a computer to a flash drive
    - How to set up a new Windows PC
    - Creating a Google account using a non-gmail email address
    - Fax a document
    - Connecting a computer to a tv
    - Searching for a form online and printing it
    - Upload a file to Google Drive
    - Install printer app on phone
    - Update business information on Google and Bing
    - Deleting multiple entries in a call log
    - Install Zoom on a computer

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- Accessing saved files on iPhone
  - Recover a Facebook account
  - Create a new Facebook account
  - Changing color of a text box in Word
  - How to post on Facebook Marketplace
  - How to post on Craigslist
  - How to turn off notifications on Windows 10

### **COLLECTION DEVELOPMENT & TECHNICAL SERVICES**

- For Black History Month in the Ashtabula Youth Services Department, picture books by black authors were displayed focusing on nonfiction, black historical novels, picture books, and audiobooks.
- Adult displays included themes on Black History Month, Popular Black Authors, Romance Binge Bags & Books, Heart Health Month, and Relationship Advice.
- Aubrey created book displays at Geneva Library to celebrate Black History Month and Black Authors in both the adult and children's areas. Aubrey also refreshed Geneva's selection of Binge Bags (several of which were immediately checked out).
- Tina reviewed the children's chapter book collection at Geneva, weeding and labeling as needed.
- Lauren focused materials purchasing for the Bookmobile on juvenile reading materials such as picture books, easy reader books, and chapter books. The addition of a March Bookmobile stop at Superior Elementary will likely translate into a marked increase in circulation of children's materials.
- Alecia searched Workflows and Midwest Tape (MWT) for books and DVDs on Lauren's Air Plant Terrarium program.
- Alecia sent an email to Cindi with titles for books in Workflows for a Teen program, *Survival Skills for Young Adults*, which took place on February 28.
- Alecia searched for books in Workflows and in MWT for ADL's March display about women's empowerment. An email was sent to Sybil, Hayley, and Lyn with appropriate titles.
- In preparation for the temporary patron holds and delivery shut down, Alecia searched many, many titles and placed holds for the following upcoming programs/displays: *Spring Rocks Art Lab*; *Faux Stained Glass*; *Sexual Assault Awareness*; *League of Women Voters/Suffragettes*; *Monsters of Ohio*; *DIY: Birdhouses*; *Homeschooling*; and *Earth Day*.

### **PROFESSIONAL DEVELOPMENT**

- Ryan attended a Northstar Pointers (virtual) meeting hosted by Heights Libraries that gave a practical "how to" on the use and implementation of Northstar Digital Literacy platform with patrons and staff. Mark attended a version featuring Cleveland Public Library.

- Myah completed the Professional Etiquette basics webinar
- Mark attended a webinar to familiarize himself with the requirements and process of acquiring Education licenses through TechSoup for Microsoft products.
- Karen attended the webinar, *We Are Not Okay: Library Worker Trauma Before and During COVID-19 and What Happens After*.

## TECHNOLOGY

- Mark began the rollout of a new ticketing system to supervisors to replace the Jira based system that was no longer meeting our needs. The new system is powered by Freshdesk which is the same provider who handles the SEO consortium's ticketing. Thus far, we are happy with the results.
- Working with the Archives staff and the vendor, IT staff dealt with some issues related to the Zeutchel book scanner and got it cleared for a new service agreement. This service agreement will ensure the Zeutchel stays in top condition and is ready for sustained use moving forward.
- Mark worked on significant updates for PCs which included major BIOS (firmware) updates and security fixes.
- Mark began the process of upgrading compatible devices to Windows 11. We are pleased that the majority of our devices can accept the new operating system and keep us on the leading edge. The devices that cannot be upgraded can and will receive ongoing support from Microsoft through most of 2025 which is well after the time the Technology Plan targets replacement.
- Four new Galaxy Tab A7 tablets have been set up and are ready for deployment in Geneva as a resource for the Teen Tech programming. The new devices are properly scaled to the activities of the program and will allow more attendees to participate simultaneously.
- Eight new workstations have been or are nearly deployed in an effort to replace the last of the 2012 era Dell 790s.
- A significant cleanup and refresh of the database was completed on our Active Directory servers as a proactive measure to combat emerging domain issues. Thank you to Mark for identifying this non-obvious issue and pursuing it aggressively. It could have led to significant service disruption for staff if it had been allowed to fester.
- Through self-directed learning and experimentation, Mike made a significant breakthrough of his understanding on several coding concepts and, more importantly, how to implement them on acdl.info. This has prompted work on a significant refresh of the website which will hopefully be launched in March. The expectation is that there will be significant improvements to user experience and that the site will also be more visually consistent with the Library's marketing.